

Madison Area Municipal Stormwater Partnership (MAMSWaP)-I&E Update Aug. 6th, 2024

Respectfully submitted by Christal Campbell, MAMSWaP Stormwater Education Coordinator-Dane County Water Resource Engineering Division, 608-228-4493, Campbell.christal@countyofdane.com.

CONSULTANTS AND MUNICIPAL REPRESENTATIVES: Please make this report available to your municipalities.

Communications

Ripple Effects Facebook page- www.facebook.com/RippleEffectsWI . Contact Christal Campbell with any events you may have coming up in your area so we can share and promote them. Please like and share our posts to spread the word in your community. As of July 30th, we had 837 Facebook followers.

Ripple Effects email box/web site- Christal and Claudia maintain the Ripple.Effects@countyofdane.com email box and are responding to emails as they come in. Updates to the www.ripple-effects.com web site are made on a regular basis. If you come across an issue on the web site, please let Christal know.

MAMSWaP Newsletter/Reminders- Sent out June 26th.

2024 MAMSWaP Stormwater Outreach/Ed. Survey- To date we've received 345 mailed responses from the 1500 surveys that were randomly mailed to MAMSWaP community residents and 168 responses to the online survey shared by partners. Survey results and a draft report will be ready in late Aug./early Sept. Results will be used to help develop the 2025-2029 5-year I&E Plan.

Rain Gardens Coaching Session Reimbursements – 16 of the 32 Rain Garden Coaching Session participants applied for and received up to \$50 Plant Dane native plant reimbursements. Applications were due by July 12th. 12 applications were from City of Madison residents and 2 from Monona residents. Types of gardens installed: 6 rain gardens, 7 downspout gardens and 3 native gardens.

Storm Drain Murals Update- Four new murals were painted this summer. Eight of the ten repaints are also completed. The remaining two repaints will be completed in August. All murals used a new etching process that helps the paint to better adhere to the concrete.

2025 MAMSWaP Clean Sweep Events- We're planning another four MAMSWaP events at Clean Sweep this spring. Events will be held after normal business hours on Saturday. Participants will pre-register for a \$5 voucher to dispose of household hazardous waste. Each community will be limited to 100-125 vouchers and the cost will be evenly split between MAMSWaP, the participating municipality and the resident, each paying \$5 per voucher that is redeemed during the event. We're offering this opportunity to different partner municipalities each year and hope to partner with Monona, Stoughton, Windsor and DeForest in 2025.

Rain Barrel Program and Plans for 2025- We've sold almost 600 rain barrels this year with 196 MAMSWaP residents applying for reimbursements. Looking into options to try and order a supply for the entire year at one time to reduce shipping costs in 2025 if we can find a way to store supply and replenish DeForest/Middleton supplies from central location. If supply run outs, we won't restock until the following spring. This will help us better predict budget costs for the year. We are considering an increase from \$78 to \$80-\$82 for 2025 to help cover all shipping and some of the reimbursement costs.

New Ripple Effects Flyers- We have a new series of 1/3-page flyers available to partners including: Plant Dane, Clean Sweep, Adopt a Storm Drain, and the Rain Barrel Program flyers. A revised 1/3-page Leaf-free Streets flyer will be available this fall. Contact Christal or Claudia if you'd like a supply.

Lussier Family Heritage Center Demo Projects- We're looking to install some demonstration projects in high traffic areas (parks, libraries, municipal buildings, etc.) to promote our programs and resources. This summer

we installed a downspout garden and rain barrel at Lussier Family Heritage Center. We're working on signage/stickers to add to the demo projects with QR codes to our program web pages so residents can create their own gardens or purchase a rain barrel. We'd like to get demo projects out in partner communities. If you have a good location for a project, contact us. MAMSWaP will cover the cost of the rain barrel or garden plant kits and supply signage when available.

WI Stormwater Week 2024 (Sept. 21st-29th)- An intern was hired through SweetWater to help coordinate Stormwater Week events and resources this year. Statewide events will include three webinars and a social media campaign directing people to local resources and programs. Local events are encouraged. We'll share outreach resources, links to registrations, etc. with partners soon. Please help promote these events/resources in your communities along with our Dane County events listed below.

Daily Topics/Webinars:

- Monday, Sept. 23 – What is stormwater?
- Tuesday, Sept. 24 – A Salty Situation/Webinar (WI Salt Wise & SWRPC)
- Wednesday, Sept. 25 –Stormwater BMPs/Webinar (Root-Pike & WI DNR)
- Thursday, Sept. 26 – Is stormwater treated?/Webinar (City of Superior & MMSD)
- Friday, Sept. 27 – Only Rain Down the Drain

Events we have planned here in Dane County:

- Lil Explorers-Stormwater Preschool Program-Lussier Heritage Center 9/23 (FREE, limit 10)
- “Native Gardening for Healthy Lands and Waters” native garden/downspout garden design workshop, kit pick up and educational stations 9/24 (5-7pm)
- Native garden and downspout garden kit sale-open to all Dane County- distribute 9/24 – orders open mid-August and will likely run out within a couple days.
 - \$23/16 plant native garden kit
 - \$46/32 plant downspout garden kit)- \$5 off for MAMSWaP residents
- Salt Wise Workshop and Equip. Open House (Parking Lots)- Madison Metro. Sewerage District 9/26
- Downspout garden blitz- provide munis downspout garden kits (up to 20), install during Stormwater Week
- Waubesa Wetlands Film Screening -Lussier Heritage Center 9/29

Sample library programs/resources and school lessons were created to encourage libraries and schools to get involved with Stormwater Week. Please share information and links to web pages with your local libraries and schools. Christal and Claudia are available to assist or demo the Enviroscope and Rainfall Simulator.

<https://www.wistormwater.com/library-resources>

<https://www.wistormwater.com/school-and-classroom-resources>

2025-2029 5-Year MAMSWaP Agreement/Contribution Schedule-The 2025-2029 5-Year MAMSWaP Contribution Schedule was shared with partners on June 26th. The contribution schedule was updated based on the 2020 Census data and contributions and included a 10% increase for 2025 and a 5% increase per year for the remainder of the agreement term through 2029. We will share a draft of the 2025-2029 MAMSWaP Plan/Agreement in late October.

Partner Check-In Meetings- Claudia and Christal have met with eight of the twenty MAMSWaP communities this summer. The goal is to get feedback on how things are going and needs for the future. Input will be used to develop the 5-year I&E Plan along with the results of the survey this fall. Please consider scheduling a meeting, if you haven't already using the following link- [Schedule Appointment with Dane County Land & Water Resources \(acuityscheduling.com\)](#)

MAMSWAP Quarterly I&E Meeting Summary

The MAMSWaP I&E Committee meeting met on July 24th. Project updates are provided above. Please contact an I&E Committee member or Christal Campbell for further details or questions.

Recent Presentations/Events

- Lussier Family Heritage Center Staff Training- May 7th
- Green Market (Shorewood Hills)- May 11th – rainfall simulator
- Plant Dane Plant Pick Up- May 18th
- Storm Drain Mural Presentation (Monona Bike Camp)- June 12th
- Love Our Lake Event (McDaniel Park, McFarland)- June 13th – rainfall simulator
- DPI Library System Meeting (virtual) – WI Stormwater Week Resources- June 18th
- Environmental Fun Fair (Lussier Heritage Center)- July 14th – rainfall simulator
- Lussier Family Heritage Center Water Camp- July 31st – rainfall simulator
- GE STEM Academy Camp (Madison)- August 1st -rainfall simulator

Upcoming Presentations/Events/Trainings

- Elvehjem Community Resource Fair- Aug. 17th – rainfall simulator
- WI Stormwater Week -Sept. 21st-29th
- Lil Explorers-Stormwater Theme (Lussier Heritage Center)- Sept. 23rd
- Native Plantings for Healthy Lands and Waters Event/Downspout Garden Pick up (Lussier HC)- Sept. 24th
- NASECA Rice Lake Field Event- Sept. 26th *MAMSWaP Members Discount Code-**MAMSWaP100***
- Smart Salting Workshop/Equipment Open House-
 - Madison- Sept. 26th (Parking Lots and Sidewalks)
 - Madison-Oct 9th (Parking Lots and Sidewalks)
 - Fitchburg- Oct. 23rd (Roads)
 - Madison-Nov. 12th (Parking Lots and Sidewalks)
- Waubesa Wetlands Film screening (Lussier Heritage Center)- Sept. 29th
- Rock River Confluence (Fitchburg) - Nov. 9th - rainfall simulator

Resources to check out- contact Christal or Claudia

- Tabletop Rainfall Simulator
- Bean Bag Toss Game
- Enviroscape

Reminders

- Please be sure you have links to www.ripple-effects.com from your websites.
 - Follow www.facebook.com/RippleEffectsWI on Facebook! “Like” and “share” posts to help spread the word.
 - Outreach resources for internal and external partners are available on our Outreach Tools Page- <https://ripple-effects.com/outreach-tools>
 - MAMSWaP Resources web page for municipal partners- <https://ripple-effects.com/mamswap-members>
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